



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE



GETTING READY TO WORK WITH A WEB DESIGNER

Your website is a 24/7 sales tool that you must get right

Before you start reaching out to web designers, refer to this guide to help you get crystal clear on your vision and gather everything you'll need for a successful website project.

This worksheet will walk you through defining your venue's unique story, understanding your ideal couples, gathering your essential content, and clarifying exactly what functionality your website needs. Whether you're creating your site from scratch or refreshing an existing one, these steps will ensure you're ready to make digital magic happen.

Remember, your website isn't just a pretty digital brochure—it's the tool that gets those perfect couples to book that all-important site tour. Let's make sure it's working as hard as you are!



PART 1: YOUR VISION

What's your story?

Write a short paragraph about your venue's history and unique features:

List 3-5 things that make your venue special:

1.

2.

3.

4.

5.

Your Ideal Couples

Describe who you're trying to attract:

Style preferences:

Budget range:

What matters most to them:



Design Direction

Circle the words that best describe your desired website feel:

Elegant

Rustic

Modern

Classic

Romantic

Bold

Subtle

Dramatic

Luxe

Natural

Artistic

Minimalist

Handmade

Clean

Organic

Professional

Traditional

Whimsical

Sleek

Timeless

What emotions do you want your website to evoke?



PART 2: CONTENT INVENTORY

Photos & Videos

Check what you have ready:

- Professional venue photos (with photographer permissions/credits!)
- Real wedding photos
- Drone footage
- Virtual tour
- Detail shots of special features

What's missing that you'll need?

Written Content

Do you have:

- Venue history/story
- Space descriptions
- Capacity charts
- Package descriptions
- Pricing information
- Policies & FAQs

What needs to be written?



PART 3: FUNCTIONALITY NEEDS

Must-Have Features

Check all that apply:

- Photo gallery
- Virtual tour
- Online tour booking
- Availability calendar
- Contact forms
- Package builder
- Blog section
- Client portal

Integration Requirements

List any tools that need to work with your website:

Booking software: _____

Payment processing: _____

CRM system: _____

Email marketing software: _____

Legal Pages

Legal pages like **Terms & Conditions** and **Privacy Policy** aren't just formalities—they're essential protections for your venue business. Beyond building trust with privacy-conscious couples, these pages help you comply with data protection laws (like CCPA and GDPR) and create a legally binding framework that protects your intellectual property and limits your liability. We recommend consulting with an attorney or using an attorney-drafted contract template from a reputable website.



PART 4: INSPIRATION

Websites You Love

List 3 websites (venue or non-venue) you admire:

1. Website: _____

What you like about it: _____

2. Website: _____

What you like about it: _____

3. Website: _____

What you like about it: _____

Design Elements

Do you have:

- Logo
- Brand colors
- Fonts
- Style guide
- Special symbols or icons

What needs to be created?



PART 5: TECHNICAL CONSIDERATIONS

Current Website

Do you have:

- Domain name
- Hosting
- Email addresses
- Analytics access
- Login credentials
- Content backup
- Search engine optimization / analytics setup

Platform Preferences

Do you prefer:

- Showit
- WordPress
- Squarespace
- Other: _____
- No preference

PART 6: TIMELINE & BUDGET

Timeline

Ideal launch date: _____

Any key dates to consider: _____



Budget Range

Website design budget:

- Under \$5,000
- \$5,000 – \$10,000
- \$10,000 – \$20,000
- \$20,000+

Monthly maintenance budget:

- Under \$100
- \$100 – \$250
- \$250 – \$500
- \$500+

NEXT STEPS CHECKLIST

Before Contacting Designers

- Complete this guide
- Gather all available photos
- Organize existing content
- List all required features
- Set clear budget
- Define timeline
- Get team input
- Research potential designers

Remember: The more prepared you are, the smoother your website design process will be. Use this guide to get organized before you start reaching out to designers.